

## MEDIA RELEASE

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### **Case IH rolls out red carpet at AgQuip, confirming Autonomous Concept Vehicle on way to Gunnedah**

It has the potential to revolutionise agriculture and since its unveiling last year has created a buzz around the world - and now Case IH's Autonomous Concept Vehicle (ACV) is coming to Australia for the first time.

The driverless concept vehicle, a cabless tractor that can operate autonomously with a wide range of field implements, made its debut at the United State's biggest agricultural event, Farm Progress, last year, with Australia's equivalent event, AgQuip, preparing to host the machine when it opens its gates at Gunnedah from August 22 to 24.

"The ACV is a glimpse into the future for agriculture and proof of the impact technology is having on our industry. No one could have imagined a driverless tractor 10 years ago, but the ACV shows us that one day they could be a reality. It's the perfect example of the possibilities before us and the fact the next big revolution in agriculture could be just around the corner," Case IH Australia New Zealand marketing manager Pete McCann said.

"To be able to bring the ACV to Australia and show it to AgQuip visitors is very exciting for all of the Case IH team."

Initially created to demonstrate the available technology and initiate customer feedback on the need for future autonomous products, the ACV's Australian visit tops off a huge year for Case IH.

While the ACV will be the focal point for Case IH's AgQuip site this year, the brand will also take the opportunity to celebrate its 175<sup>th</sup> anniversary with AgQuip visitors and mark the anniversaries of a number of its flagship machines, including the Patriot<sup>®</sup> sprayer (25 years), the Steiger<sup>®</sup> Quadtrac<sup>™</sup> (20 years) and the Axial-Flow<sup>®</sup> combine (40 years).

The ACV will be on display for the three days of the event, with an opportunity for visitors to get up close to the vehicle and learn more about its capabilities from Case IH representatives making the trip from the US.

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Rob Zemenchik, Global Product Manager for Advanced Farming Systems (AFS), said autonomous tractor operations potentially offered producers more control, monitoring capabilities and cost savings through greater efficiencies with tasks like tillage, planting, spraying and harvesting.

Rob said an operator could potentially supervise the activities of multiple machines via a tablet or desktop computer while completing other tasks, and a number of autonomous tractors could work together on the one task or on multiple tasks simultaneously.

The ACV's onboard system automatically accounts for implement widths and plots the most efficient paths depending on terrain, obstructions and other machines in the vicinity.

Pete McCann said the chance to view the ACV at this year's AgQuip was a once-in-a-lifetime opportunity and urged people to make the trip, whether they were directly involved in agriculture or not.

"You don't have to come from the land or own a tractor to appreciate just how special this concept vehicle is. Autonomous operations are being considered across many industries and the Case IH ACV is one of the finest indications of what we may see in the not-too-distant future," he said.

The ACV will reach Australian shores next week and make its way by road to Gunnedah, providing the chance for people to see it along the way.

"If you see it on the highway or heading through your town, take a photo and share it with us on social media using the hashtag #CaseIHACVinOz. The ACV's going to provide quite a spectacle on the road to AgQuip, so keep an eye out for it," Pete said.

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Drawing on 175 years of heritage and experience in the agriculture industry, Case IH provides powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support required to be productive in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).

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